

Message Text

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INFO OCT-01 ARA-14 ISO-00 EB-08 /023 R

DRAFTED BY COM:BIC:WHAGE

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COM:BIC:OIM/MRD:WHAGE

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COM:OIM/PROGDEV/JGOODSELL

COM:OIM/JBLOW

-----106503 051947Z /46

R 050747Z AUG 77

FM SECSTATE WASHDC

TO AMCONSUL SAO PAULO

INFO AMEMBASSY BRASILIA

AMCONSUL RIO DE JANEIRO

UNCLAS STATE 183639

SAO PAULO FOR COMMERCIAL COUNSELOR

E.O. 11652: N/A

TAGS: BBSR, BR

SUBJECT: MARKET RESEARCH - BID REQUEST INSTRUCTION:
COMPREHENSIVE SECTORAL MARKETING SURVEY OF BRAZIL

REF: (A) USDOC 08629; (B) SAO PAULO 1442; (C) USDOC

10899; (D) SAO PAULO 1697; (E) USDOC 12978; (F) SAO

PAULO 1913

1. REFTELS A THROUGH F CHART USDOC - POST'S PRELIMINARY
ACTIVITIES AND PLANS WITH RESPECT TO PROPOSALDPROPOSED
COMPREHENSIVE SECTORAL MARKETING SURVEY OF BRAZIL. THE
PURPOSE OF THIS TELEGRAM IS TO REQUEST FURTHER ASSISTANCE
FROM THE POST IN SOLICITING AND PROCESSING FORMAL NDBIDS
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FROM MARKET RESEARCH CONTRACTORS TO CONDUCT THIS SURVEY.

2. FIFTEEN COPIES OF THE "BRAZIL MARKET SURVEY CONTRACT
SPECIFICATIONS", "INVITATIONS TO BID" AND SEVERAL COPIES
OF USDOC'S LATEST COMPREHENSIVE SECTORAL MARKETING SURVEY,
THE INDONESIAN STUDY, WILL BE AIRMAILED TO POST VIA APO
ON OR BEFORE AUGUST 15, 1977. POST IS REQUESTED TO MAKE

THIS MATERIAL AVAILABLE TO MARKET RESEARCH CONTRACTORS WHO MAY SATISFY THE QUALIFICATIONS FOR THIS PROJECT, INCLUDING THOSE REQUIREMENTS STRESSED IN REFTEL E. RATHER THAN ANNOUNCING THE BID REQUEST BROADKDLY, THE

POST IS REQUESTED TO CONSIDER AND APPROACH ONLY SELECT MARKET RESEARCH CONTRACTORS QUALIFIED ON THE BASIS OF THEIR KNOWLEDGE, EXPERIENCE AND DEMONSTRATED RELIABILITY IN PERFORMING SIMILAR TYPES OF RESEARCH OF THIS SCOPE, DETAIL AND COMPLEXITY.

3. MARKET RESEARCH CONTRACTORS MUST SUBMIT THEIR DETAILED BID PROPOSALS IN DUPLICATE TO POST NOT LATER THAN SEPTEMBER 30, 1977.

4. USDOC REQUESTS POST AIRMAIL ONE COPY OF EACH BID PROPOSAL VIA APO, TO THE USD.S. DEPARTMENT OF COMMERCE, OFFICE OF INTERNATIONAL MARKETING, JOSEPH WHELAN, ROOM 1204, WASHINGTON, D.C. 20230. UNDER NO CIRCUMSTANCES SHOULD BID PROPOSALS BE SENT BY POUCH.

5. SECOND COPY OF BID PROPOSAL SHOULD BE RETAINED BY POST FOR USE BY USDOC OFFICIALS, SCHEDULED TO ARRIVE IN SAO PAULO FIRST WEEK IN NOVEMBER, 1977, TO INTERVIEW PROSPECTIVE CONTRACTORS AND NEGOTIATE FINAL CONTRACT ALONG WITH POST CONGDRACTING OFFICER.

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6. POST IS ALSO REQUESTED TO CABLE BID SUMMARIES AND POST'S COMMENTS IMMEDIATELY UPON RECEIPT OF BIDS. IF BID IS PROPOSED IN BRAZILIAN CURRENCY, CABLE SHOULD INCLUDE A DOLLAR EQUIVALENT FOR EACH BID FOR WHICH A DOLLAR BUDGET AUTHORIZATION WOULD BE ISSUED, TOGETHER WITH EXCHANGE RATE USED BY POST IN MAKING CONVERSIONS.

7. POST IS REQUESTED TO ADVISE PROSPECTIVE BIDDERS TO CAREFULLY CONSIDER THE STATEMENT OF USDOC OBJECTIVES AND REQUIREMENTS FOR TEDHE NUMBER, TYPE AND QUALIFICATIONS OF RESEARCH PERSONNEL TO BE ASSIGNED TO SURVEY AS SET FORTH IN THE SPECIFICATIONS AND THEIR ABILITY TO PRODUCE FULLY COMPLETED, EDITED AND LUCID REPORTS READY FOR PUBLICATION SINCE THESE FACTORS AS WELL AS PRICE WILL BE THE PRIME CONSIDERATIONS IN EVALUATING THE BIDS.

8. FOLLOWING NEGOTIATION AND AWARD OF CONTRACT, USDOC PERSONNEL WILL BRIEF CONTRACTOR AND MONITOR COMMENCEMENT OF PROJECT. FURTHER, AFTER A BRIEF DURATION A COMMERCE OFFICER WILL BE ASSIGNED AS "CONTRACTING OFFICER'S AUTHORIZED REPRESENTATIVE" FOR THE DURATION OF THE

PROJECT; AND WILL TRAVEL TO BRAZIL TO ACT AS FIELD
PROJECT MANAGER.

9. AS FAR AS POSSIBLE, CONTRACT SHOULD INCLUDE THE
PROTECTIONS EQUIVALENT TO THOSE AFFORDED BY THE GENERAL

PROVISIONS OF FORM FS 565, AS WELL AS PRECISE DATE OF
INITIATION OF PROJECT STUDY AND A SCHEDULE FOR SUB-
MISSION OF MARKET PROFILE REPORTS AND OTHER PORTIONS
OF THE SURVEY.

10. CONTRACT PAYMENT: TERMS OF PAYMENT WILL BE ONE-
THIRD OF THE TOTAL CONTRACT PRICE TO BE PAID AFTER
SATISFACTORY COMPLETION OF THE FIRST MARKET PROFILE
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REPORT AS DESCRIBED IN 4.41.01.D, OF THE SPECIFICATIONS.
THE SECOND ONE-THIRD PAYMENT WILL BE MADE WHEN SEVEN
OF THE REMAINING FOURTEEN MARKET PROFILES ARE COM-
PLETED AND ACCEPTED. THE FINAL ONE-THIRD PAYMENT WILL
BE MADE AT CONTRACT COMPLETION, OR WHEN ALL MARKET
PROFILES AND THE OVERVIEW ARE ACCEPTED BY THE DE-
PARTMENT OF COMMERCE IN WASHINGTON.

11. POST IS ADVISED THAT THE MAXIMUM AMOUNT USDOC HAS
BUDGETED FOR THE BRAZIL SURVEY IS 50,000 DOLLARS
(FIFTY THOUSAND DOLLARS) AND IT IS ANTICIPATED THE
FINAL CONTRACT PRICE WILL NOT EXCEED THAT AMOUNT.
POST IS HEREBY REQUESTED TO INFORM ALL BIDDERS OF
THIS PRICE LIMIT. CHRISTOPHER

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Message Attributes

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Copy: SINGLE
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Decaption Note:
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Disposition Approved on Date:
Disposition Case Number: n/a
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Disposition Event:
Disposition History: n/a
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Enclosure: n/a
Executive Order: N/A
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Review Content Flags:
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Review Exemptions: n/a
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Review Withdrawn Fields: n/a
SAS ID: 1695563
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Subject: MARKET RESEARCH - BID REQUEST INSTRUCTION: COMPREHENSIVE SECTORAL MARKETING SURVEY OF BRAZIL
TAGS: BBSR, BR
To: SAO PAULO
Type: TE
vdkvgwkey: odbc://SAS/SAS.dbo.SAS_Docs/4463e360-c288-dd11-92da-001cc4696bcc
Review Markings:
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